



## **Product Manager**

The successful candidate will be reporting to the Marketing Manager (Marketing Department). He/She will be responsible for developing strategy and implementing action plans to drive on profitable growth and increasing market share of his/her responsible product.

His/her major responsibilities include products portfolio management, Sales activities support, event & seminar and long term strategy planning & execution.

### **Key Responsibilities Include**

- Identify business opportunities via market analysis, conduct action plan to explore new business potential, implement sales activities with training support, steering & feedback to Sales team for improvement.
- Implementation of new product launch which includes product & pricing positioning, product training programs to internal/external candidates, generate marketing communication materials (leaflet, event, sales kit, etc), prepare After sales service program/set up, build up channel specific initiatives, create sales incentive & promotion program to drive sustainable result, periodical review & steering to ensure achievement level.
- Conduct customer survey through site visit to collect market intelligence data include competition information, market trend, customer orientation, Hilti product feedback and additional business opportunity for us to further penetrate.
- Build up short and mid-term product strategy to successfully increase market share and product positioning in the market and further support the long term company vision as market leader in construction industry.

### **Required Qualifications**

- Bachelor in Engineering, preferably in Civil or Mechanical and MBA from a reputable university.
- At least 3-5 years' experience in product management from multi-national company, preferably from construction related business.
- With strategic & analytical thinking, process oriented, strong communication and presentation skills to formulate marketing and business proposals but also enjoy technical product demonstration, hands on person.
- Comprehensive project management skills and be able to drive activities through strategy implementation and company goal achievement.
- With proven record about new product launch Introduce New Product and steering on existing product line.
- People management experience (both directly/indirectly) would be a plus.
- Able to be multi-tasking and strong coordination among different functions.
- Highly proficient in English and Thai.

As a member of Hilti, you will create enthusiastic construction professionals every day. We will support your long-term career with Hilti by offering you comprehensive training, ongoing coaching and cross-functional, international development opportunities

If you are interested for the above challenges and look for **EXCITING CAREER OPPORTUNITIES**, **please send** letter with your full resume (specifying current and expected salaries) with related document to

**Human Resources Department**

**Hilti (Thailand) Limited**

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